



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Lawrence, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	67.3%	Population		34,646	34,456
Rural Bypasses	14.6%	Households		13,901	14,003
Midland Crowd	4.1%	Families		10,303	10,222
Salt of the Earth	3.8%	Median Age		38.6	40.7
Simple Living	3.6%	Median Household Income		\$37,168	\$41,474

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	57	\$1,574.12	\$21,881,786
Men's	60	\$296.55	\$4,122,375
Women's	55	\$524.46	\$7,290,547
Children's	69	\$301.55	\$4,191,790
Footwear	51	\$261.13	\$3,629,907
Watches & Jewelry	53	\$105.36	\$1,464,635
Apparel Products and Services <sup>1</sup>	57	\$85.07	\$1,182,532
<b>Computer</b>			
Computers and Hardware for Home Use	59	\$130.16	\$1,809,382
Software and Accessories for Home Use	53	\$15.86	\$220,500
<b>Entertainment &amp; Recreation</b>	69	\$2,353.49	\$32,715,846
<b>Fees and Admissions</b>	50	\$306.62	\$4,262,265
Membership Fees for Clubs <sup>2</sup>	52	\$82.96	\$1,153,296
Fees for Participant Sports, excl. Trips	53	\$60.03	\$834,478
Admission to Movie/Theatre/Opera/Ballet	46	\$69.40	\$964,779
Admission to Sporting Events, excl. Trips	54	\$30.83	\$428,588
Fees for Recreational Lessons	49	\$63.39	\$881,124
<b>TV/Video/Sound Equipment</b>	67	\$782.38	\$10,875,857
Community Antenna or Cable Television	73	\$484.47	\$6,734,558
Color Televisions	58	\$79.25	\$1,101,627
VCRs, Video Cameras, and DVD Players	67	\$26.12	\$363,045
Video Cassettes and DVDs	68	\$41.20	\$572,708
Video Game Hardware and Software	66	\$21.87	\$303,983
Satellite Dishes	73	\$1.13	\$15,719
Rental of Video Cassettes and DVDs	63	\$37.66	\$523,491
Sound Equipment <sup>3</sup>	55	\$87.17	\$1,211,748
Rental and Repair of TV/Sound Equipment	61	\$3.52	\$48,978
Pets	83	\$363.37	\$5,051,217
Toys and Games	71	\$129.50	\$1,800,184
Recreational Vehicles and Fees <sup>4</sup>	88	\$401.21	\$5,577,248
Sports/Recreation/Exercise Equipment <sup>5</sup>	67	\$155.16	\$2,156,868
Photo Equipment and Supplies <sup>6</sup>	64	\$87.74	\$1,219,686
Reading <sup>7</sup>	60	\$127.51	\$1,772,521
<b>Food</b>	70	\$5,878.23	\$81,713,229
<b>Food at Home</b>	72	\$3,630.11	\$50,462,152
Bakery and Cereal Products	72	\$518.97	\$7,214,194
Meat, Poultry, Fish, and Eggs	75	\$982.05	\$13,651,491
Dairy Products	72	\$396.78	\$5,515,606
Fruit and Vegetables	66	\$580.94	\$8,075,700
Snacks and Other Food at Home <sup>8</sup>	74	\$1,151.37	\$16,005,161
<b>Food Away from Home</b>	66	\$2,248.12	\$31,251,077
Alcoholic Beverages	58	\$359.19	\$4,993,101
Nonalcoholic Beverages at Home	77	\$333.74	\$4,639,288



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	36	\$532.78	\$7,406,168
Vehicle Loans	85	\$5,197.87	\$72,255,585
<b>Health</b>			
Nonprescription Drugs	77	\$94.12	\$1,308,410
Prescription Drugs	92	\$532.80	\$7,406,483
Eyeglasses and Contact Lenses	72	\$59.86	\$832,093
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	59	\$5,151.57	\$71,611,917
Maintenance and Remodeling Services	60	\$1,193.02	\$16,584,149
Maintenance and Remodeling Materials <sup>10</sup>	85	\$320.15	\$4,450,343
Utilities, Fuel, and Public Services	75	\$3,271.61	\$45,478,665
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	62	\$85.71	\$1,191,439
Furniture	58	\$373.86	\$5,197,011
Floor Coverings	54	\$49.29	\$685,213
Major Appliances <sup>12</sup>	75	\$221.39	\$3,077,504
Housewares <sup>13</sup>	63	\$66.62	\$926,025
Small Appliances	72	\$26.47	\$367,956
Luggage	46	\$4.77	\$66,321
Telephones and Accessories	62	\$29.43	\$409,049
<b>Household Operations</b>			
Child Care	49	\$207.04	\$2,878,085
Lawn and Garden <sup>14</sup>	87	\$391.15	\$5,437,338
Moving/Storage/Freight Express	57	\$30.62	\$425,659
Housekeeping Supplies <sup>15</sup>	74	\$574.45	\$7,985,386
<b>Insurance</b>			
Owners and Renters Insurance	80	\$382.34	\$5,314,845
Vehicle Insurance	73	\$1,063.34	\$14,781,436
Life/Other Insurance	76	\$486.38	\$6,761,126
Health Insurance	81	\$1,596.59	\$22,194,131
Personal Care Products <sup>16</sup>	68	\$321.28	\$4,466,172
School Books and Supplies <sup>17</sup>	58	\$70.14	\$975,059
Smoking Products	88	\$426.27	\$5,925,526
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	82	\$4,712.03	\$65,501,969
Gasoline and Motor Oil	83	\$1,682.40	\$23,386,979
Vehicle Maintenance and Repairs	69	\$739.70	\$10,282,574
<b>Travel</b>			
Airline Fares	48	\$197.66	\$2,747,668
Lodging on Trips	60	\$243.92	\$3,390,782
Auto/Truck/Van Rental on Trips	45	\$19.40	\$269,727
Food and Drink on Trips	61	\$287.81	\$4,000,864

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.